

Amendments to the Claims:

This listing of the claims will replace all prior versions, and listings, of the claims in the application:

Listing of Claims:

1 - 9. (Cancelled)

10. (Currently Amended) A method for serving an advertisement on a World Wide Web site, the method comprising:

utilizing a processor of a server to transmit, through a communication port, a signal including serving a first Web page to each of a plurality of ~~users~~ user devices, the first Web page including a small form of the advertisement generated from a print advertisement; and

utilizing the processor of the server to transmit, through the communication port, the signal including serving a second Web page to each of the plurality of ~~users~~ user devices, the second Web page including a large form of the advertisement, wherein the large form of the advertisement (i) has dimensions larger than the small form ~~and~~ (ii) has similar shape and proportions as the small form and (iii) is a magnified version of the small form.

11-12. (Cancelled)

13. (Currently Amended) The method of claim 10, further comprising:
providing an indication of an opportunity to view said large form of said advertisement to each of the user devices; and

receiving an indication of a willingness to view said large form of said advertisement from each of the user devices.

14-19. (Cancelled)

20. (Previously Presented) The method of claim 10, wherein said large form of said advertisement is scrolled on the second Web page.

21. (Cancelled)

22. (Currently Amended) A system for serving an advertisement on a World Wide Web site, the system comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

transmit, through the communication port, a signal including ~~serve~~ a first Web page to each of a plurality of ~~users~~ user devices, the first Web page including a small form of the advertisement generated from a print advertisement; and

transmit, through the communication port, the signal including ~~serve~~ a second Web page to each of the plurality of ~~users~~ user devices, the second Web page including a large form of the advertisement, wherein the large form of the advertisement (i) has dimensions larger than the small form ~~and~~ (ii) has similar shape and proportions as the small form and (iii) is a magnified version of the small form.

23. (Currently Amended) A computer readable storage medium for use in a server hosting a World Wide Web site, the computer readable storage medium including instructions for:

transmitting, through a communication port, a signal including ~~serving~~ a first Web page to each of a plurality of ~~users~~ user devices, the first Web page including a small form of an advertisement generated from a print advertisement; and

transmitting, through the communication port, the signal including ~~serving~~ a second Web page to each of the plurality of ~~users~~ user devices, the second Web page including a large form of the advertisement, wherein the large form of the advertisement (i) has dimensions larger than the small form ~~and~~ (ii) has similar shape and proportions as the small form and (iii) is a magnified version of the small form.

24-27. (Cancelled)

28. (Withdrawn) A method for serving an advertisement on a World Wide Web site, comprising:

serving a first Web page having a brand component associated with a sponsor;
and

serving a second Web page having a first form of an advertisement associated with said sponsor, wherein the second Web page is sized based on the first form of the advertisement and wherein the second Web page is not resizable by a viewer using browser software.

29-31. (Cancelled)

32. (Withdrawn) A method for serving an advertisement on a World Wide Web site, comprising:

serving a first Web page having a first form of an advertisement associated with a sponsor; and

serving a second Web page having a second form of said advertisement associated with said sponsor, wherein the second Web page is sized based on the first form of the advertisement and wherein the second Web page is not resizable by a viewer using browser software.

33-34. (Cancelled)

35. (Withdrawn) The method of claim 32, wherein said first Web page is configured so that it is displayed full screen when it is displayed on a user device.

36. (Cancelled)

37. (Withdrawn) A method for serving an advertisement on a World Wide Web site, comprising:

serving a first window having a brand component associated with a sponsor; and

serving a second window having a first form of an advertisement associated with said sponsor, wherein the second window is sized based on the first form of the advertisement and wherein the second window has a fixed size.

38-40. (Cancelled)

41. (Withdrawn) A method for serving an advertisement on a World Wide Web site, comprising:

serving a first window having a first form of an advertisement associated with a sponsor; and

serving a second window having a second form of said advertisement associated with said sponsor, wherein the second window is sized based on the first form of the advertisement and wherein the second window has a fixed size.

42-43. (Cancelled)

44. (Withdrawn) The method of claim 41, wherein said first window is configured to be displayed full screen when it is displayed on a user device.

45. (Withdrawn) The method of claim 41, wherein said second window is configured to be displayed full screen when it is displayed on a user device.

46-55. (Cancelled)

56. (Previously Presented) The method of claim 10, wherein one or more of a brand component, said small form of said advertisement, and said large form of said advertisement is served for a fixed period of time.

57. (Previously Presented) The method of claim 10, further comprising at least one of the following:

receiving an indication of a confirmation of a viewing of at least one of a brand component, said small form of said advertisement, and said large form of said advertisement; and

receiving an indication of a willingness to view at least one of said brand component, said small form of said advertisement, and said large form of said advertisement.

58. (New) The method of claim 10, wherein the first Web page including the small form of the advertisement is configured to be displayed for a period of time, and after the period of time has elapsed, automatically serving the second Web page including the large form of the advertisement.